AMENDMENTS TO THE CLAIMS

1. (currently amended) A method for delivering multimedia content on a physical media, comprising:

   placing at least one media key block on the physical media;

   dividing the multimedia content on the physical media into multiple parts;

   randomly selecting content keys corresponding to each part of the multimedia content;

   encrypting the parts of the multimedia content with corresponding content keys;

   selecting a media key block from a set of media key blocks;

   encrypting the corresponding content keys with the media key block; and

   delivering the encrypted corresponding content keys to a player of the physical media, wherein a subset of the encrypted corresponding content keys are embedded on the physical media, and wherein at least one of the encrypted corresponding content keys not in the subset are distributed using a web service provider and are not embedded on the physical media;

   wherein the physical media includes a physical media unique key encrypted in each of the content keys such that (a) a media key obtained from the media key block is combined with a volume identifier (ID) for the physical media using a cryptographic hash to provide the physical media unique key, and the physical media unique key is then encrypted in each of the corresponding content keys; or (b) wherein the physical media unique key is the media key; and

   wherein at least one of the encrypted content keys embedded on the physical media comprises a deferred key, in that content associated with the deferred key may be played without contacting the web service provider, thereby establishing a credit transaction with respect to the viewing of the content associated with the deferred key.

2. (previously presented) The method of claim 1, wherein delivering the

encrypted corresponding content keys comprises delivery over a network.

3. (previously presented)   The method of claim 1, wherein the encrypted corresponding content keys are associated with a price related to the use of the parts of the multimedia content.

4. (previously presented)   The method of claim 3, further comprising delivering the price concurrently with the encrypted corresponding content keys.

5. (previously presented)   The method of claim 4, further comprising determining the price when the encrypted encryption key is delivered.

6. (previously presented)   The method of claim 3, further comprising associating the encrypted corresponding content keys with a maximum price.

7. (original)   The method of claim 6, further comprising preventing playback of the part if the maximum price is reached.

8. (original)   The method of claim 2, wherein the delivery over the network involves a secure protocol; and

          further comprising placing necessary data for the secure protocol on the physical media.

9-48. (cancelled)